



Case Study #2613

Executive Director Marketing

Search Metrics:

- 5 - Days until hired candidate was presented
- 4 - Total candidates presented
- 62 - Days until search completed

Client:

Massachusetts based preclinical research organization focused on fast growth through acquisition and new business development.

Objectives:

- Direct and develop the corporate marketing function for the global Preclinical business unit and provide leadership to create and align an effective and differentiated global customer-facing marketing strategy
- Direct a global team of 9 marketing professionals to achieve business performance and to identify new opportunities to increase market share.
- Create and execute over 30 new multi-channel tactical marketing programs to ensure maximum market visibility, quantify program success via metrics, and drive corporate and business unit revenue through targeted lead generation.

Prestige Solution:

- ✓ Onsite visit to conduct full needs analysis
- ✓ Implement the Prestige Performance Search methodology
- ✓ Develop unique Performance Profile describing objectives of role
- ✓ Selectively introduce profile directly to target audience
- ✓ Dedicated search until completion